

# Blake French

San Diego, CA • 208-380-0086 • [blakefren@gmail.com](mailto:blakefren@gmail.com)  
[www.linkedin.com/in/blakefrench](https://www.linkedin.com/in/blakefrench) • [blakefren.github.io](https://blakefren.github.io)

## SUMMARY

### Senior Software Engineer | Tech Lead | Large-Scale Distributed Systems & Ad Safety

Software Engineer with 9+ years of experience in high-stakes environments, from global semiconductor manufacturing to Google-scale advertising safety. Proven track record of leading cross-functional teams to deliver 0-to-1 infrastructure and scaling protections for billions of users.

## EXPERIENCE

Google San Diego, CA April 2020 – Present

### Senior Software Engineer; Team Lead

*Lead technical strategy for Ads Safety systems protecting minor demographics across all Google surfaces (Search, YouTube, Play, Shopping).*

- Spearheaded the Global Age Assurance technical roadmap, architecting unified safety enforcement across Search, YouTube, Play, and Shopping to protect hundreds of millions of newly inferred minor users worldwide.
- Architected a novel classification system for Search Creative Protections, achieving a 90% reduction in age-inappropriate impressions while successfully navigating five years of legacy technical hurdles and shifting product priorities.
- Neutralized critical safety gaps on Search Ads via query-intent signals, establishing a novel demonetization mechanism for mature-intent queries that was recognized by management as an org-wide success story.
- Championed a 100% reduction in job errors for critical pipelines by leading a multi-stage migration to a new scheduling platform; successfully influenced neighboring teams to adopt the framework as the new organizational standard.
- Drove significant technical debt reduction in complex Shopping metric pipelines, refactoring workflows and improving data governance to accelerate delivery cycles by an entire quarter.
- Redesigned Ads Content Safety on-call rotations, implementing a sustainable governance model that balanced cross-team load and improved operational health for multiple teams.
- Multiplied team capabilities by leading a team lead cohort and mentoring four junior engineers, directly enabling their successful project landings and career growth.

Micron Technology, Inc. Boise, ID August 2015 – April 2020

### Senior Control Systems Engineer

*Architected global Fault Detection & Classification (FDC) frameworks and IoT data collection systems for R&D manufacturing tools.*

- Architected a unified Global FDC framework for 1,000+ tools across four countries, realizing multi-million dollar annual savings through automated scrap reduction.
- Eliminated a "single point of failure" for a global R&D site by identifying a legacy network bottleneck and deploying an automated Python-based lifecycle management system that reclaimed terabytes of storage.
- Engineered a "zero-to-one" implementation for state-of-the-art Thermal Compression Bonding, translating high-level physics R&D requirements into production-ready software controls for next-gen products.
- Modernized industrial manufacturing standards by introducing modular plugin architectures and version control to legacy monolithic environments, significantly increasing deployment velocity and system reliability.
- Authored and scaled the "Global FDC Training Program", effectively "cloning" technical expertise across international sites in Singapore, Taiwan, and Malaysia to ensure 24/7 global operational support.
- Automated single-chip traceability and scrapping logic, calculating electronic fuse IDs from complex wafer orientations to eliminate manual engineering effort and reduce customer RMAs.

Armada Corps, Inc. Boise, ID December 2016 – August 2019

*Founder; Board Member*

- Founded the organization; achieved federal nonprofit status on the first attempt.
- Made high-level decisions for the organization with the rest of the executive team.
- Developed the website, wrote non-profit incorporation documents, and created other public-facing documents.

**EDUCATION**

Georgia Institute of Technology

May 2023

- *Master of Science in Computer Science – Machine Learning*

Idaho State University

May 2015

- *Bachelor of Science in Physics*
- *Bachelor of Science in Music*

**TECHNICAL SKILLS**

- Languages: Python, C++, SQL, C#, Go
- Machine learning, software development, automation
- Python libraries: Torch, Tensorflow + Keras, pandas, sklearn